



MEDIA RELEASE

FRANCE 24 SIGNS A NEW DISTRIBUTION AGREEMENT WITH ASIASAT

Paris, Hong Kong, 25 October 2010 - FRANCE 24 has signed a new distribution agreement with Asia Satellite Telecommunications Co. Ltd. (AsiaSat) to commence the distribution of its French channel while it will continue to distribute its English channel throughout the Asia-Pacific region on AsiaSat 5 via the SatLink platform.

FRANCE 24 launched its English-language channel in Asia on AsiaSat 5 in 2009. With the additional C-band capacity under this new agreement, FRANCE 24 will bring its French channel to the Asian continent, enabling it to address both French and English speaking audiences in the region.

FRANCE 24 has access to almost 3 million TV households in Asia with key carriage agreements concluded with major Asian cable networks, DTH and IPTV platforms.

"Following the successful launch of our English-language channel on AsiaSat 5 in 2009, we are delighted to work with AsiaSat, our valued satellite partner, to continue to roll out our French channel in Asia. By distributing both English and French television services on AsiaSat 5, we are in a strong position to further broaden our reach across the Asia-Pacific region," said Philippe Rouxel, Vice President Worldwide Distribution of FRANCE 24.

William Wade, CEO of AsiaSat commented, *"We are thrilled that FRANCE 24 has again chosen to put its trust in AsiaSat. AsiaSat 5's excellent access to Asian pay TV platforms and terrestrial TV networks will help FRANCE 24 meet its goals of addressing a wider audience across Asia."*

Featuring news and current events from a French perspective, FRANCE 24 broadcasts in 3 languages (French, English and Arabic) and is owned by the public holding company Audiovisuel Extérieur de la France (AEF).

FRANCE 24's English and French channels are available free to air on AsiaSat 5 in C-band with the following reception parameters:

Transponder: C10H
Frequency: 4000 MHz
Polarisation: Horizontal
Modulation: QPSK
Symbol Rate: 28.125 Msym/sec
FEC: $\frac{3}{4}$
SID/PID: FRANCE 24 English Service ID 8; Video PID: 380; Audio PID: 381
FRANCE 24 French Service ID 10; Video PID: 4501; Audio PID: 4502

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About FRANCE 24 (www.france24.com)

FRANCE 24 is the first international news channel that offers a French perspective and sensibility on world events. It broadcasts worldwide on a 24/7 basis on three channels, in French, English and Arabic. FRANCE 24 can be accessed by cable, satellite, ADSL and mobile phone. The website www.france24.com is available in 3 languages (English, French and Arabic).

About AsiaSat

AsiaSat, the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its three satellites, AsiaSat 3S at 105.5°E, AsiaSat 4 at 122°E and AsiaSat 5 at 100.5°E. The AsiaSat satellite fleet provides services to both the broadcast and telecommunications industries. Over 400 television and radio channels are now delivered by the company's satellites, reaching over 96 million households, with more than 360 million viewers across the Asia-Pacific region. AsiaSat also provides operators and end users telecommunications services such as voice networks, private VSAT networks and broadband multimedia services. It is a wholly-owned subsidiary of Asia Satellite Telecommunications Holdings Limited, a company listed on The Stock Exchange of Hong Kong Limited (Stock Code: 1135). For more information, please visit www.asiasat.com

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